DOCUMENT RESUME

ED 439 666 IR 019 935

AUTHOR	Ohler, Jason
TITLE	Taming the Beast: Choice & Control in the Electronic Jungle.
ISBN	ISBN-0-7842-0873-5
PUB DATE	1999-00-00
NOTE	141p.
AVAILABLE FROM	TECHNOS Press of the Agency for Instructional Technology, Box A, Bloomington, IN 47402-0120 ($24.95). Tel: 812-339-2203, ext.220; Fax: 812-333-4218; e-mail: technos@ait.net; Web site: http://www.technos.net.
PUB TYPE	Books (010) -- Reports - Evaluative (142)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Electronic Publishing; Electronic Text; *Information Technology; Social Influences; Technological Advancement
IDENTIFIERS	Information Age; *Technology Role

ABSTRACT

This book discusses and develops similar strategies for a variety of new media, primarily focusing on those that are emerging by way of the Internet. It also evaluates whether these new technologies are helpful in satisfying user need. Chapter One explores the tension created by an emotional versus rational relationship with technology. It examines what bothers people about technology and how to expand cultural literacy to include seeing technology with a new awareness. Chapter Two constitutes a technology assessment guide. The reader, assuming a position as agent of the fictitious Science and Technology Administration (STA), is led through a series of questions about technology in order to determine for him- or herself its effects on society. The reader/agent is required to examine technology holistically from three perspectives: functions, goals, and impacts. In Chapter Three, the reader is taken through an actual assessment of a relatively new technology that could engender its own educational revolution: the electronic book. The last chapter addresses how to approach Information Age technology with balance and informed viewpoints. (AEF)

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